



Euromonitor
International

Home Care Packaging in Singapore

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Folding cartons gaining share in toilet care due to their versatility

Metal tins gaining popularity in polishes due to their durability

Larger pack sizes recording strong growth in bleach in 2023

PROSPECTS AND OPPORTUNITIES

Continued share gains expected for plastic pouches in dishwashing due to their convenience

More strong growth expected for liquid tablet detergents, boosting this category's pack types

Home Care Packaging in Singapore - Company Profiles

Packaging Industry in Singapore - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2023: The big picture

2023 key trends

Flexible plastic dominates chilled and frozen meat and seafood packaging for its protection and practicality

PET bottles lead in bottled water packaging volumes in Singapore

Strong growth in usage of kegs in Singapore's foodservice channel driven by cost-efficiency and sustainability

Growing demand for smaller pack sizes in oral care driven by convenience

Folding cartons gaining share in toilet care due to their versatility

PACKAGING LEGISLATION

Singapore government implements mandatory packaging reporting scheme to combat plastic waste

Singapore introduces beverage container return scheme as part of EPR implementation

RECYCLING AND THE ENVIRONMENT

Bottled water brands embrace sustainability by moving away from single-use PET bottles

Singapore environment council report advocates for sustainable packaging

Table 1 - Overview of Packaging Recycling and Recovery in Singapore: 2021/2022 and Targets for 2023

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